

**AIR FORCE MEDIA CONTEST
STANDARD OPERATING PROCEDURE
JANUARY 1, 2009, THROUGH DECEMBER 31, 2009**

The Air Force Media Contest is sponsored annually by the Secretary of the Air Force Office of Public Affairs and is conducted by Headquarters Air Force Public Affairs Agency (AFPAA). The 2009 contest is the 54th competition. Awards are presented to units and individuals for outstanding achievements in furthering Air Force communication objectives.

A list of program milestones is provided as Attachment 1.

This SOP mirrors information for the annual DINFOS Thomas Jefferson program: <http://www.dinfos.dma.mil/events/tjweb/main.htm> and the MILVID, MILPHOG and MILGRAPH programs available at: <http://www.dinfos.dma.mil/events/viap/index.asp>.

This SOP has been modified for Air National Guard members

I. Eligibility

A. Military units, personnel and civilian employees of public affairs units (including radio and television stations, combat camera squadrons, production facilities, multimedia units, public affairs offices, etc.) under Department of Defense Instruction 5120.4 and Air Force Instructions 35-101 and 33-117 are eligible to submit entries through their respective major commands, field operating agencies and direct reporting units. This includes the Air National Guard Bureau and the Air Force Reserve Command.

B. The Air Force Media Contest is open to Airmen (military and Department of the Air Force civilians) with public affairs specialty codes only. (Civilians: 10XX; Officers: 35PX; and Enlisted: 3N0XX.) Personnel are eligible to enter all categories regardless of specialty code (except categories 33, 34, 35, 36, 37 and 38 as specified below.) See Paragraph D for restrictions on Defense Media Activity civilians.

C. Contractors and personnel assigned to the *Stars and Stripes* newspapers are not eligible to compete.

D. Department of Defense and the Defense Media Activity (DMA)

1. The Air Force will not judge civilians or units awards from DMA locations. These will be judged by the DMA competition. DMA will not judge uniformed Airmen in individual categories. (NOTE: Deployed broadcast networks (AFN Afghanistan and AFN Iraq) are not considered part of DMA. Unit awards at those locations will be judged through ACC.)

2. Uniformed Airmen assigned to the office of the Secretary of Defense (including the Defense Media Activity) may compete in individual categories in the Air Force Media Contest through their corresponding geographic MAJCOMs.

3. DoD activities in EUCOM and AFRICOM submit through USAFE; Activities in PACOM (including Alaska) submit through PACAF; Activities in CENTCOM and SOUTHCOM submit through ACC; Activities in NORTHCOM submit through Air Force Space Command (AFSPC.)

E. Personnel from sister services are not allowed to compete for individual awards. These individuals should submit work to their service's competition.

F. Print and broadcast products produced with the assistance of government contractor employees may be eligible. To be eligible, Air Force employees must perform the majority of the substantive work with respect to the design and content of the product. A memorandum certifying that the above conditions were met must accompany the entries.

G. MAJCOM, FOA and DRU headquarters personnel may compete if the majority of judges come from outside of the headquarters. Airmen may not be a judge if also competing in any category.

H. Entries for competition year 2009 must be authorized products prepared for public affairs purposes and produced, published or broadcast during the 2009 contest year. Entries must be received by the Air Force Public Affairs Agency by 5 February 2010.

I. The following products are not eligible for the program: civilian enterprise guides and directories, yearbooks, cruise books, publications and productions funded by non-appropriated funds, and educational and training films.

J. Submitting units must ensure entries meet eligibility criteria and DoD and Air Force instructions. Where a discrepancy arises, AFPAA will make the final determination.

K. Individual entries will be submitted through the Airman's unit as of 31 Dec 2009 regardless of where the product was produced. Unit awards will be submitted through the organization where the product was produced.

L. No single entry may be submitted by more than one organization. Also, no single entry may be submitted to more than one service-level contest.

II. Entries

A. The Air Force Media Contest first-place winners will be forwarded to compete for the DoD Thomas Jefferson Award. The winners of Categories 01, 02, 03, 04, 05, 06, 07, 08, 17, 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 33, 34, 36 and 37 will be forwarded. Personnel will not submit directly to DoD in these categories. **Exception:** Television Feature Stories (Category 26) may also be submitted directly to MILVID category FEA. (*See Table 1.*)

B. The Air Force Media Contest mirrors the MILPHOG and MILVID competitions but does not feed into them. The winners of Categories 09, 10, 11, 12, 13, 14, 15, 16, 26, 31, 32 and 38 will NOT be forwarded to DoD by AFPAA. Airmen are encouraged to submit directly to DoD in

these categories only. (See Table 1.) For additional information see <http://www.dinfos.dma.mil/events/viap/index.asp>.

C. The Air Force Media Contest neither corresponds to nor feeds into the MILGRAPH competition. Airmen are encouraged to submit directly to the DoD. For additional information see <http://www.dinfos.dma.mil/events/viap/index.asp>.

D. All entries must contribute to Air Force strategic communication objectives and meet the highest standards of production, execution, and professional excellence. Products should convey information that helps DOD personnel and families succeed in their jobs and missions.

E. MAJCOMs, FOAs and DRUs may submit only one entry per category.

F. No single product may be entered in more than one category. **EXCEPTION:** An individual category entry may be part of a submission for categories 33, 34, 35, 36, 37 and 38.

G. Unit entries may be considered for AF Media Award categories 5, 8, 19, 23, 28, 29, 31 and 32 only. Categories 5, 19, 31 and 32 can be submitted as an individual award if applicable. (See Table 1.)

H. Only one example of the product specified is required for all categories except 05, 16, 33, 34, 35, 36, 37 and 38. Use a separate media file for each category entered.

I. Photographs (categories 07, 09, 10, 11, 12, 13, 14, 15, 16, 35 and 38 plus photographs as part of any other entry) must conform to all applicable DoD components and Copyright Law infringement guidelines. Photographs must have been produced for military purposes as part of official visual information duties as outlined in AFI 35-101, para. 17. Photos must conform to the ethical policies outlined in DoD Directive 5040.5 (strokes and text on photos are prohibited) and be approved for public release by an Installation Commander or Public Affairs Officer. Any alteration of official imagery is strictly prohibited.

J. Each entry must be accompanied by a completed official entry form. Entries without an official entry form will not be considered. See attachment 5.

K. Entries will not be returned. Failure to follow submission guidelines may result in disqualification as determined by AFPAA.

Table 1

Type	AF Media Award Category	TJ Cat.	MILPHOG MILVID Cat.	Direct to DoD OK (Note 1)	Unit Entry	Multiple Examples Req'd	Published or Aired Req'd
Print/Graphics	1. News	E	-	N	N	N	Y
	2. Feature	F	-	N	N	N	Y
	3. Sports	H	-	N	N	N	Y
	4. Commentary	G	-	N	N	N	Y
	5. Series	I	-	N	Y/N Note 2	Y	Y
	6. Art/Graphics	L	-	N	N	N	Y
	7. Photojournalism	K	-	N	N	Y Note 3	Y
	8. Web-based Publication	R	-	N	Y	N	Y

Photography	9. Combat Documentation	-	COM	Y	N	N	N Note 4
	10. News	-	NEW	Y	N	N	N Note 4
	11. Feature	-	FEA	Y	N	N	N Note 4
	12. Sports	-	SPO	Y	N	N	N Note 4
	13. Portrait/Personality	-	POR	Y	N	N	N Note 4
	14. Illustrative	-	ILL	Y	N	N	N Note 4
	15. Pictorial	-	PIC	Y	N	N	N Note 4
	16. Picture Story	-	PST	Y	N	Y	N
	17. Best Standalone Photograph	J Note 5	-	N	N	N	Y
Broadcasting	18. Radio Entertainment Program	A	-	N	N	N	Y
	19. Radio Spot Production	B	-	N	N	N	Y
	20. Radio News Report	C	-	N	N	N	Y
	21. Radio Feature Report	D	-	N	N	N	Y
	22. Radio Sports Report	E	-	N	N	N	Y
	23. Radio Newscast	F	-	N	Y	N	Y
	24. TV Spot Production	I	-	N	N	N	Y
	25. TV News Report	J	-	N	N	N	Y
	26. TV Feature Report	K	FEA	Y Note 6	N	N	Y
	27. TV Sports Report	L	-	N	N	N	Y
	28. Local TV Newscast	M	-	N	Y	N	Y
	29. Regional TV Newscast	N	-	N	Y	N	Y
	30. TV Newsbreak	O	-	N	N	N	Y
	31. Video Documentary	-	COM/DOC	Y	Y/N Note 2	N	N
	32. Video Field Production	-	FPR	Y	Y/N Note 2	N	N
Public Affairs	33. Outstanding New Writer (Print Media Category)	S	-	N	N	Y	Y
	34. Outstanding New Broadcaster	Q	-	N	N	Y	Y
	35. Outstanding New Photographer	-	-	N	N	Y	N
	36. AF Print Journalist of the Year	T	-	N	N	Y	Y
	37. AF Broadcast Journalist of the Year	R	-	N	N	Y	Y
	38. AF Photographer of the Year	-	MPY	Y	N	Y	N

Table 1: Award Categories

Notes:

1. See MILPHOG/MILVID rules submission requirements
2. May be individual or unit award
3. Requires print story and associated photographs
4. Must be published on public website to be considered in category 16
5. No direct entries
6. Direct entry to MILVID only

III. Categories and Entry Specifications

Print/Graphic Categories

01: News Article. (Winner forwarded to Thomas Jefferson Print Category E)

02: Feature Article. (Winner forwarded to Thomas Jefferson Print Category F)

03: Sports Article. (Winner forwarded to Thomas Jefferson Print Category H)

04: Commentary. (Winner forwarded to Thomas Jefferson Print Category G)

05: Series: Two or more feature articles dealing with a common theme. (Winner forwarded to Thomas Jefferson Print Category I)

06: Art/Graphics: Art that supports a story or a theme (includes cartoon art, infographics and photo illustrations.) (Winner forwarded to Thomas Jefferson Print Category L)

07: Photojournalism: Entries must include two or more photographs, captions and story by the same photojournalist. (Winner forwarded to Thomas Jefferson Print Category K)

08: Web-based Publication: An Internet or intranet publication hosted on an Air Force military domain (.af.mil) that presents news and information to a primarily internal audience. (Winner forwarded to Thomas Jefferson Print Category R.)

Photography Categories

09: Combat Documentation Photograph: Depicts the U.S. military's participation in a Joint or Service exercise, contingency operation or real world event. (Corresponds to MILPHOG category COM)

10: News Photograph: Scheduled or unscheduled news event. (Corresponds to MILPHOG category NEW)

11: Feature Photograph: Storytelling picture not news-related; usually a found situation that has strong human interest or a fresh view of a commonplace occurrence. (Corresponds to MILPHOG category FEA)

12: Sports Photograph: Photograph of sports participation or of a sports-related activity. (Corresponds to MILPHOG category SPO)

13: Portrait/Personality Photograph: Picture that identifies and captures a subject's character. (Corresponds to MILPHOG category POR) The winner receives the Ron Hall Award for outstanding portrait/personality photography.

14: Illustrative Photography: Photograph produced to illustrate a pre-conceived theme, concept or idea and does not include text or graphics. (Corresponds to MILPHOG category ILL)

15: Pictorial Photograph: Photograph that exploits the visual qualities of the subject with primary emphasis on composition and aesthetics. (Corresponds to MILPHOG category PIC)

16: Picture Story: Series of pictures that reveal a storyline or a single theme. (Corresponds to MILPHOG category PST)

17: Best Stand Alone Photograph. No direct entries accepted. The award is given to the best published photograph from among the first place winners of categories 09, 10, 11, 12, 13, 14 and 15. It must have been published on a public website to be considered. (Winner forwarded to Thomas Jefferson Print Category J)

Broadcasting Categories

- 18: Radio Entertainment Program:** Must be a special or regularly scheduled disc jockey program. (Winner forwarded to Thomas Jefferson Broadcast Category A)
- 19: Radio Spot Production.** (Winner forwarded to Thomas Jefferson Broadcast Category B)
- 20: Radio News Report:** Event/mission oriented story that would place at or near the top of the newscast. (Winner forwarded to Thomas Jefferson Broadcast Category C)
- 21: Radio Feature Report.** (Winner forwarded to Thomas Jefferson Broadcast Category D)
- 22: Radio Sports Report:** Story related to any sporting event with a military tie. (Winner forwarded to Thomas Jefferson Broadcast Category E)
- 23: Radio Newscast.** (Winner forwarded to Thomas Jefferson Broadcast Category F)
- 24: Television Spot Production.** (Winner forwarded to Thomas Jefferson Broadcast Cat. I)
- 25: Television News Report.** (Winner forwarded to Thomas Jefferson Broadcast Category J)
- 26: Television Feature Report.** (Winner forwarded to Thomas Jefferson Broadcast Cat. K)
- 27: Television Sports Report.** (Winner forwarded to Thomas Jefferson Broadcast Category L)
- 28: Local Television Newscast.** (Winner forwarded to Thomas Jefferson Broadcast Cat. M)
- 29: Regional Television Newscast.** (Winner forwarded to Thomas Jefferson Broadcast Cat. N)
- 30: Television Newsbreak.** (Winner forwarded to Thomas Jefferson Broadcast Category O)
- 31: Video Documentary:** Production composed of primarily uncontrolled activities. (Corresponds to MILVID Categories COM and DOC)
- 32: Video Field Production:** Production based on a preconceived concept or idea that depicts any aspect of the military mission. (Corresponds to the MILVID Category FPR)

Public Affairs Categories

- 33: Outstanding New Writer.** This award recognizes uniformed personnel working in print journalism for less than two years as certified by the submitting MAJCOM, FOA or DRU. (Winner forwarded to Thomas Jefferson Print Category S)
- 34: Outstanding New Broadcaster.** This award recognizes uniformed personnel working in broadcasting for less than two years as certified by the submitting broadcast detachment or combat camera unit. (Winner forwarded to the Thomas Jefferson Broadcast Category Q)

35: Outstanding New Photographer. This award recognizes uniformed personnel working in photography for less than two years as certified by the submitting MAJCOM, FOA or DRU. (This award does not correspond to any DoD level award.)

36: Air Force Print Journalist of the Year. This award recognizes the journalist who exemplifies the highest standards of military journalism as shown by writing across a spectrum of categories. (Winner forwarded to the Thomas Jefferson Print Category T)

37: Air Force Broadcast Journalist of the Year. This award recognizes the journalist whose products represent the highest standards of military broadcasting while communicating command information to the internal audience. (Winner forwarded to the Thomas Jefferson Broadcast Category R)

38: Air Force Photographer of the Year. This award recognizes the journalist who exemplifies the highest standards of military photographer as shown by writing across a spectrum of categories. (Corresponds to the MILPHOG category MPY)

IV. Packaging Guidelines

A. General Guidelines

Create a folder with suitable name and place entry and entry form inside. Upload all entries to the following FTP site:

<ftp://155.7.40.192/External%20Products/Outside%20Contributors/National%20Guard%20Bureau/2009%20National%20Guard%20Media%20Contest/>

~~—1. Each MAJCOM, FOA and DRU must submit digital entries as a single package, shipped to arrive by deadline milestones in the attachment 1. No extensions will be granted.~~

~~—2. Each entry must enclose a digital transmittal letter with its submission. The letter must list each category and indicate the title of the entry for that category, the run time (if applicable) and the organization that entered it. Write “no entry” next to any category not entered. The transmittal letter must also identify the name, phone number and e-mail address of the unit point of contact. (See attachment 2.)~~

~~—3. Digital entries are required. Submitting organizations are encouraged to package multiple categories on as few CD or DVD-ROMs as possible. (See attachment 3 for an example of how to organize the disc.) Label disc(s) by submitting organization, disc number and total number of discs. (i.e. PACAF Public Affairs Disc 1 of 3)~~

~~—4. Enclose all entries in a single folder to protect them in shipping. **Exception:** A separate folder should be used for categories 32, 33, 34, 35, 36 and 37. Do not attach nor enclose entry forms with the actual entry.~~

~~—5. Send entries to: (Subject to change. Check for updated rules in 2010 before sending.)~~

~~HQ AF Public Affairs Agency—Pentagon~~
~~Attn: Media Contest~~
~~901 North Stuart Street Suite 605~~
~~Arlington VA, 22203-1821~~

B. Entry Forms

1. Submit a digital copy of the entry form for each category entered. (*See attachment 5.*)
2. Fill in all applicable blanks on the entry form.
3. Circle the service of the individual or submitting unit.
4. Type of award: Individual awards are for products created by a single person doing most of the work. Unit awards are for products created by more than one person where no one person contributing the majority of the work. (See Table 1) Select Award type.
5. Publication/Air Date: The publication/air date is the first date that the product was available to an internal audience. List at least the month and year of airing.
6. Location: List the location where the product first appeared or aired. Include the station name and location, if applicable (e.g., AFN Tokyo, Yokota AB, Japan). If the program aired on a military web page, provide the active Web address and server location.
7. List the names of contributors exactly as they should appear on the award certificate or plaque. List the branch of Service of each contributor and the individual's e-mail address. (The e-mail address will not be on the award certificate.)
8. List the Unit/Duty Station exactly as it should appear on the unit's award. It must appear on all entry forms.
9. The official entry forms must be used. Entry forms must be typed and filled out completely. Entries without completed forms will be disqualified.

V. Packaging Print and Graphics Entries (Categories 01, 02, 03, 04, 05, 06, 07 and 08)

A. General Guidelines (*See attachments for an example of a formatted entry*)

- ~~1. Digital entries should be saved onto a CD or DVD ROM. Organize the disc as follows:~~
- ~~a. A folder for the organization. (i.e. ACC Public Affairs)~~
 - ~~b. A sub folder for each category the organization is entering. (i.e. 02—Feature Article)~~
 - ~~c. Place the corresponding files in the correct sub folder.~~

Specifications for categories 01, 02, 03 and 04:

1. Entries in these categories must be the work of one individual.

2. Submit a letter of authenticity from the responsible public affairs officer for an entry that was published without a byline.

3. Submit only one entry per category. For each entry, submit a digital copy in text (.txt) format and a Portable Document Format (.pdf) of the webpage on which the entry appeared in its entirety.

4. News Article entries may be straight news or news features and Sports Article entry articles may be straight sports or sports features, but news and sports features should contain sufficient news elements to be competitive. News and sports features are not eligible for the Feature Article category.

Specifications for category 05:

1. The articles must have been clearly identified in the original publication as parts of a series that appeared sequentially in two or more issues of the publication.

2. Entries must follow the same specifications as entries in categories 01, 02, 03 and 04 above, except that units may submit entries to which more than one individual contributed, in which case it is a unit entry.

Specifications for Category 06:

1. The finished art must be in JPEG format, but may have been produced through traditional means, including drawing, painting and air brushing.

2. A source and a byline must appear as part of an infographic or photo illustration.

3. Entries in this category must be the work of one individual.

4. Submit a JPEG of the graphic and a Portable Document Format (.pdf) copy of the publication or webpage on which the entry appeared.

5. The supported story must be submitted, but will not be judged.

Specifications for categories 07:

1. Stories and photos must have been published. All elements will be judged.

2. No elements may be entered in any other category.

3. Entries in these categories must be the work of one individual.

4. Submit a Portable Document Format (.pdf) copy of the publication or webpage on which it appeared.

5. Prepare photographs in accordance with Section VI below.

Specifications for category 08:

1. Submit only one entry. For each entry, submit a single Portable Document Format (.pdf) of the website on which the entry appeared in its entirety.
2. Content for the Web-based publication must be provided by Air Force Public Affairs practitioners with overall management of the site/publication and release authority resides within the Air Force. This includes MAJCOM, installation and unit Web sites/publications.
3. The Web-based publication must conform to Air Force and DoD internal information, security review and Web instructions and regulations.
4. The Web-based publication will be judged as it exists on the date the judging takes place.
5. Units must provide the Web-based publication URL and any necessary logon information.

VI. Packaging of Photographic Entries (09, 10, 11, 12, 13, 14, 15 and 16)

A. General Guidelines (*See attachments for an example of a formatted entry*)

1. Airmen are encouraged to submit photographs that were published on a public website when possible. Only published photographs are eligible to compete in category 17 and forwarding to the Thomas Jefferson awards program.

~~2. Digital entries should be saved onto a CD or DVD ROM in the JPEG format with a quality level of 10 (quality level of 8 if the scale is 0 to 10). The format of the CD ROM must be ISO9660 compliant (readable by any kind of modern operating system, such as DOS, UNIX, MacOS, etc.). The organization of the disk should be as follows:~~

- ~~— a. A folder for the organization. (i.e. USAFE Public Affairs)~~
- ~~b. A sub folder for each category the organization is entering. (i.e. 10 — News Photograph)~~
- ~~c. Place the corresponding file (multiple files for Category 16) in the correct sub folder.~~

3. Color or black and white entries are acceptable in all categories.

4. **DO NOT** include a credit line or any other information that might identify the entrant. **This information must be entered into the applicable IPTC field.**

5. All pictures will contain captions with the Visual Information Record Identification Number (VIRIN) removed from all captions.

B. Captions

1. Captions should be written as prescribed below:
 - a. Action. The first sentence of the caption describes the action in the photo, in the present

tense, and states when and where the photo was taken. If a person is the subject, include full name, rank, and unit of assignment (do not include hometowns).

b. Background. The second sentence of the caption gives background on the news event or describes why the entry is significant to the DoD. This usually gives the “big picture.” Whenever possible, try to keep captions to no more than two concise sentences, approximately 100-150 words, while including the relevant information.

c. **DO NOT** include a credit line or any other information that might identify the entrant. Further, do not repeat information gathered elsewhere in the IPTC header information, if used.

d. An example of a proper caption: “An F-14B Tomcat from Fighter Squadron 102 (VF-102) soars in the skies over Iraq, Jan. 30, 1998. VF-102 is attached to the nuclear powered aircraft carrier USS George Washington (CVN 73), which is currently conducting operations in the Persian Gulf during a six-month deployment in support of Operation Southern Watch.”

C. IPTC Headers

1. All caption and entry information for JPEG file submissions are to be entered into the IPTC header fields of each file as follows. Caption sheets are not required.

- a. Use the FILE INFO command of Adobe Photoshop and Nikon View 6
- b. Use the captioning capabilities of SCC MediaGrid
- c. Use the information button of Photo Mechanic

2. Descriptions of the different fields that need to be filled out are listed below. (This instruction lists the various sections to be filled out as they appear in Adobe Photoshop 7.0.) Special care should be taken to ensure that entrants are inserting requested information into the correct fields, as field names differ between applications. (*See Table 2 for Header Reference Chart for other Photoshop versions, SCC MediaGrid, Photo Mechanic and Nikon View.*)

a. General Page

- i. Field: **Title** (Enter the VIRIN (See Specifications below))
- ii. Field: **Author** (Enter the entrant’s Name, Rank and Service)
- iii. Field: **Author’s Position** (Enter the entrant’s Home Unit)
- iv. Field: **Caption** (See Section VI paragraph B above for Caption information)
- v. Field: **Caption Writer** (Leave blank)
- vi. Field: **Job Name** (Leave blank)
- vii. Field: **Copyright Status** (Leave blank)
- viii. Field: **Copyright Notice** (Leave blank)
- ix. Field: **Owner URL** (Leave blank)

b. Keywords Page

i. Field: **Keywords** (This is blank under normal circumstances. When images show multi-Service subjects, please note the Services shown as individual keywords)

c. Categories Page

i. Field: **Category** (Enter the MILPHOG three-character category code) (*See Table 1*)
 ii. Field: **Supplemental Categories** (Enter the entrant's Home Unit Email and Phone Number) **NOTE:** Normally this field would contain Classification and Classification Authority information as well. **All images submitted must be unclassified.**

d. Origin Page

- i. Field: **Date Created** (Enter date entry was created (must match the VIRIN). The format is YYYYMMDD.)
 ii. Field: **City** (Enter base or locale of the shoot)
 iii. Field: **State/Province** (Enter state or province of the shoot using two-letter codes)
 iv. Field: **Country** (Enter country or area of the shoot. Use three-letter code. For ocean areas enter the area (i.e. IOR for Indian Ocean Region), for aerials use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.)
 v. Field: **Credit** (Enter unit the entrant was temporarily assigned to during the shoot (must be on official orders). If not assigned, leave blank.)
 vi. Field: **Source** (Enter media used: Digital, Film, Drawn or Multiple)
 vii. Field: **Headline** (Enter title of the entry as designated by the entrant. Normally, this field would contain the name of the operation or exercise.)
 viii. Field: **Instructions** (Enter name and rank of the releasing authority (Public Affairs Officer or Installation Commander))
 ix. Field: **Transmission Reference** (Enter the Major Command, Unified Command or Combined Command of the unit portrayed)
 x. Field: **Urgency** (Leave marked as None)

Table 2

Media Grid	Adobe Photoshop	Photo Mechanic	Nikon View 6
VIRIN	CS2 – IPTC Status/Title CS1 – Document Title PS7 – Title PS6 – Object Title	VIRIN	Title
Service Shown	CS2 – Categories/Category CS1 – Cat PS7 – Category PS6 – Category	Service Shown	Category
Supplemental Category	CS2 – Categories/Supplemental Categories CS1 – Supplemental Categories PS7 – Supplemental Categories PS6 – Supplemental Categories	E-Mail/Phone	Supplemental Categories
Keywords	CS2 – IPTC Content/Keywords CS1 – Keywords PS7 – Keywords PS6 – Keywords	Keywords	Keywords
Public Release Instructions	CS2 – IPTC Status/Instructions CS1 – Instructions PS7 – Instructions PS6 – Special Instructions	Public Release Instructions	Instructions
Date Shot	CS2 – IPTC Image/Date Created CS1 – Date Created	<i>Not Used</i>	Date Created

	PS7 – Date Created PS6 – Date Created		
PH Rank & Name	CS2 – IPTC Contact/Creator CS1 – Author PS7 – Author PS6 – Byline	PH Rank/Name	Author
PH Home Unit	CS2 – IPTC Contact/Creator’s Job Title CS1 – Not Used PS7 – Author’s Position PS6 – Byline Title	PH Home Unit	Author’s Position
Base/Locale	CS2 – IPTC Image/City CS1 – City PS7 – City PS6 – City	Base/Locale	City
State/Prov.	CS2 – IPTC Image/State/Province CS1 – State/Province PS7 – State/Province PS6 – Province – State	State/Prov	State/Province
Country/Area	CS2 – IPTC Image/Country CS1 – Country PS7 – Country PS6 – Country Name	Country/Area	Country
Operation/Exercise Name	CS2 – IPTC Content/Headline CS1 – Headline PS7 – Headline PS6 – Headline	Operation/Exercise Name	Headline
PH TDY Unit	CS2 – IPTC Status/Provider CS1 – Credit PS7 – Credit PS6 – Credit	PH TDY	Credit
Image Source	CS2 – IPTC Status/Source CS1 – Source PS7 – Source PS6 – Source	Image Source	Source
Caption	CS2 – IPTC Content/Description CS1 – Description PS7 – Caption PS6 – Caption	Caption	Caption
Caption Editor	CS2 – IPTC Content/Description Writer CS1 – Description Writer PS7 – Caption Writer PS6 – Caption Writer	Caption Editor	Caption Writer
Command Shown	CS2 – IPTC Status/Job Identifier CS1 – Transmission Reference PS7 – Transmission Reference PS6 – Original Transmission Reference	Command Shown	Transmission Reference

Table 2: IPTC Headers Reference Chart

Specifications for Categories 09, 10, 11, 12, 13, 14 and 15:

1. Image should be 10 inches at the largest dimension at a resolution no higher than 300ppi.
2. Save the image as a JPEG with quality level of 10 (quality level of 8 if the scale is 0 to 10).

3. Photographs must be published to compete in Cat. 15. If photograph was published, submit a Portable Document Format (.pdf) copy of the page on which it appeared.

4. Ensure that the .jpg extension is placed on the end of the file.

5. All files entered must have a VIRIN assigned as follows: YYMMDD-F-NNNNA-XXX:

a. (YYMMDD): Date the entry was acquired or originated, in year, month, and date format.

b. (F): F=Uniformed member or civilian employee of the Air Force

c. (NNNNA): Last four digits of the entrant's SSN and the first initial of the last name.

(NOTE: The VIRIN process is being revised to eliminate personal information. Use the most current guidance at the time of entry.)

d. (XXX): Unit number in sequential order for work created on the date specified. No two entries created on the same day should have the same values in this field.

6. Put website address on the entry form (in Location block) if photo was published on a public website.

Specifications for Category 16:

1. Each Picture Story submitted will consist of the following:

a. A traditional composite picture story layout that does not exceed 12 x 33 inches in size at a resolution of 72PPI. Do not submit the composite layout in high resolution.

b. Individual images used in the layout should be 10 inches at the largest dimension at a resolution no higher than 300ppi.

c. **Every file** of the Picture Story **will** have all of the IPTC information, including a caption, filled out as outlined above. The same caption and title can be used for each image.

2. File Naming for Picture Stories

a. Each file name will begin with PS#, where # is the number of the Picture Story

b. Last four digits of the entrant's SSN and the first initial of the last name. **(NOTE: The VIRIN process is being revised to eliminate personal information. Use the most current guidance at the time of entry.)**

c. A dash

d. For the composite image, place a C. For the individual photographs, place a number identifying the location the image appears in the composite image starting with 1 on the left side counting images as they proceed down and to the right.

e. The .jpg file extension.

f. Here is an example of how each Picture Story entry should appear:

PS16789W-C.jpg (Composite Image)

PS16789W-1.jpg (Components of the Composite Image)
PS16789W-2.jpg
PS16789W-3.jpg
PS16789W-4.jpg
PS16789W-5.jpg

Specifications for Category 17:

1. No direct entries are accepted. Judges will select from the published, first place winners from categories 09, 10, 11, 12, 13, 14 and 15.

VII. Packaging of Radio, Television and Video Entries

A. General Guidelines (*See attachments for an example of a formatted entry*)

1. Units may submit only one entry per broadcasting category.
2. All entries must be identified with a label on both the outer case and on the media. Each media must also include an audio slug (radio) or video slate (TV). The following information must be included on the labels and slugs/slates:
 - a. entry category;
 - b. entry title;
 - c. run time;
 - d. submitting organization; and
 - e. primary contributor.
3. Audio media need only include the title, organization, and run time.
4. All category 34 and 37 entries should be included on one medium. Include an initial slug/slate only. Do NOT slug/slate between products on the media.
5. Music segments must be telescoped to 10 seconds or less.
6. Non-AFRTS production facilities that use commercial music must conform to U.S. copyright laws. This includes written approval from the artist, music license agency, musicians' union, and record company and synchronization rights.

B. Audio Entries (Categories 18, 19, 20, 21, 22 and 23)

1. Audio entries must be on compact disc. Compact discs may be created which either conform to the "Red Book" standard, or contain digital media files for software playback. Digital media files should be in .MP3 format (not less than approximately 128 kbps). Organize the disc as follows:
 - a. A folder for the organization. (i.e. PACAF)
 - b. A sub-folder for each category the organization is entering. (i.e. 18 – Radio Spot)

c. Place the corresponding files in the correct sub-folder.

2. For categories 34 and 37, only submit as an audio entry if all media submitted is audio only. Otherwise, submit as a video entry as outlined below. There must be three seconds of silence between each audio product. Do not include any further slugs between examples.

Specifications for Category 18:

1. Entry must be a special or regularly scheduled disc jockey program
2. Entry must be telescoped to the disc jockey's voice and only those elements that are unique to the program (air-check), eliminating pre-produced spots, and non-local elements.
3. Entry may be 15 minutes or less in total length.

Specification for Category 19:

1. Entries must be one spot of up to 30 seconds in length. Identify your target audience.

Specifications for Category 20:

1. Story is event/mission oriented and would place at or near the top of a newscast
2. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
3. Do not include the anchor's lead-in/tag on the medium with the story.

Specification for Category 21:

1. Story must be 5 minutes or less in length.
2. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
3. Do not include the anchor's lead-in/tag on the media with the story.

Specification for Category 22:

1. Story must have a military tie.
2. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
3. Do not include the anchor's lead-in/tag on the media with the story.

Specification for Category 23:

1. Telescope out all non-news elements and products not provided by a military source.

D. Video Entries (Categories 24, 25, 26, 27, 28, 29, 30, 31, 32 and (likely) 34 and 37)

1. ~~Video entries must be sent on DVD.~~ Entries **must** have mixed audio tracks.
2. Media files must be saved using Quicktime with H.264 compression. (Instructions are available on the Air Force Public Affairs Community of Practice.) Frame size must be kept at the broadcast standard 720 x 480. Organize the disc as follows: (*See attachment 3*)
 - a. A folder for the organization. (i.e. USAFE)
 - b. A sub-folder for each category entering. (i.e. 30 – Television Newsbreak)
 - c. Place the corresponding files in the correct sub-folder.
3. Each disc must have the following elements in order:
 - a. a video slate lasting 10 seconds;
 - b. five seconds of black;
 - c. the entry.
4. There must be three seconds of silence between each video product for categories 34 and 37. Do not include any further slates between examples.
5. Television News Report, Television Feature Report and Television Sports Report (categories 25, 26 and 27) entries should be “as aired” copies that include downstream fonts and graphics, if possible.

Specification for Category 24:

1. Entries must be one spot of up to 30 seconds or less in length. Enter target audience.

Specifications for Category 25:

1. Entries must be a mission oriented news story or event that would place at or near the top of the newscast.
2. Do not include the anchor’s studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Specifications for Category 26:

1. Stories must be 5 minutes or less in length.

2. Do not include the anchor's studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Specification for Category 27:

1. Story is related to any sporting event with a military tie-in.
2. Do not include the anchor's studio story lead-in/tag on the tape.
3. Story lead-ins/tags must be typed on a separate sheet. Write the category, title, and name of the contributor on the sheet.
4. If story font information is not on the entry, include it on the lead-in/tag sheet.

Specification for Category 28:

1. Must be longer than two minutes in length and target a local audience.
2. Telescope out all products not provided by a military source.

Specifications for Category 29:

1. Must be at least two minutes in length, be regional or network-wide in scope, and target a regional audience.
2. Telescope out all products not provided by a military source.

Specifications for Category 30:

1. Must be a stand-alone programming element between 60 and 120 seconds in length.
2. Must be a self-contained news or feature story or an anchored mini-newscast
3. Telescope out all product not provided by a military source.

Specifications for Category 31:

1. Submit a story composed of primarily uncontrolled activities, where the producer controls less than 25% of the submitted footage.

Specifications for Category 32:

1. Submit a field production put together based on a preconceived concept or idea that depicts any aspect of the military mission where a majority of the action being shot is controlled by the producer. Entries are typically scripted or storyboarded before shooting.

VIII. Packaging of Public Affairs Entries

A. General Guidelines

1. Entries in categories 33, 34, 35, 36, 37 and 38 should be submitted by the individual's unit of assignment as of 31 Dec 2009.

Specifications for Categories 33 and 36:

1. Only individuals in a print journalism billet may enter.
2. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*See attachment 4.*)
3. Entries must include five writing examples by the same individual. Entries must include at least one example from three of the five individual writing categories (01, 02, 03, 04 and 05).
4. Submit a certificate of authenticity from the responsible PAO for articles that were published without a byline.
5. Submit digital copies of all stories in text (.txt) format and Portable Document Format (.pdf) copies of the web pages on which they appeared.

Specifications for Categories 34 and 37:

1. Only individuals in a broadcasting billet may enter.
2. Entries must have been produced and broadcast to an internal audience during the program year. The broadcast date is the first day the product aired for an internal audience.
3. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*See attachment 4.*)
4. Entrants assigned to full-service outlets may enter radio and television products.
5. Total time for entries must not exceed 15 minutes.
6. Entries should include assorted products reflecting writing, directorial and production skills. Include all final scripts used in developing entries.
7. Entries must include a run sheet indicating the nominee's name, contribution to the segment

(e.g., writer, producer, reporter, etc.), run time, first airdate, and location aired. Attach run sheet to the entry form. Audio and video entries should be submitted on a single disc.

Specifications for Categories 35 and 38:

1. Only individuals in a photography billet may enter.
2. A letter of nomination, official biography and official photograph must accompany each entry. All three must be in digital format (*See attachment 4.*)
3. Entries must include five photography examples by the same individual. Entries must include at least one example from three of the seven individual photography categories (09, 10, 11, 12, 13, 14 and 15).
4. Prepare photographs in accordance with Section VI.

IX. Judging

A. MAJCOMs, FOAs and DRUs will judge their own entries (and entries within their geographic region as outlined above) to select the best one entry in each category for submission to the Air Force contest.

B. All entries will be judged on professional excellence, originality and support of internal information themes and objectives.

C. Print judges will adhere to the following criteria to select winning entries in categories 01, 02, 03, 04, 05 and 07:

1. Lead
2. Transition
3. Body
4. Conclusion
5. Mechanics (grammar, etc.)
6. Overall value to reader

NOTE: Print judges should evaluate photos in using photography criteria below as well as how well the photos and print story work together to tell the story.

D. Art/Graphics judges will adhere to the following criteria to select the winner of category 06.

1. Composition/Design
2. Impact
3. Storytelling
4. Caption/cutline

E. Web-based publication judges will adhere to the following criteria to select the winner of category 08.

1. Content
2. Professional excellence

3. Support of internal information objectives
4. Design
5. Overall value to the reader

F. Photography judges will adhere to the following criteria to select winning entries in categories 09, 10, 11, 12, 13, 14, 15, 16 and 17:

1. Composition
2. Impact
3. Storytelling
4. Caption/cutline

F. Broadcasting judges will adhere to the following criteria to select winning entries in categories 18, 19, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 31 and 32:

1. Value to Audience
2. Script/Message Effectiveness
3. Originality/Creativity
4. Technical Quality
5. Voice/Diction/Camera Presence

G. Judging of Public Affairs categories (33, 34, 35, 36, 37 and 38) should use the corresponding criteria above and overall diversity: Does the nominated individual have the ability to perform well in all aspects of the career field?

X. Awards

A. Awards may be made in all 38 categories.

B. No award will be made if the judges deem that no entry meets program standards.

C. There are two types of awards: individual and unit.

D. Winners will receive plaques.

E. Unit awards are used to recognize production efforts involving more than one contributor. A plaque will be awarded to a unit that wins a category. Certificates of Achievement will be awarded to the individual contributors. Significant contributors are limited to five.

F. Second- and third-place finishers will receive Certificates of Achievement.

G. Air Force Recognition Ribbon: First-place winners in each individual category and contributors to first-place winners in each unit category of the Air Force Media Contest are eligible to wear the Air Force Recognition Ribbon, in accordance with Air Force Instructions 36-2803 and 36-2805. Only one award of the Recognition Ribbon is allowed per individual per contest year.

XI. After Action

A. SAF/PA will provide a list of the winners to the field.

B. AFPAA will:

1. Prepare all letters, certificates and plaques and forward them to submitting units for awarding.

2. Provide judges' comments and summary remarks to submitting MAJCOMS for their use and dissemination.

Attachment 1

Target Dates: 2009 Air Force Media Contest / Thomas Jefferson Awards

2009

December	AFPAA selects judges for Air Force Media Contest
December 31	Program year ends

2010

January	DRU/FOA/MAJCOM judging
January 31	Deadline for Air National Guard entries
February 5	Deadline for submission of entries to AFPAA
February 8 - 12	Entries judged
February 26	SAF/PA announces winners
March 12	Judges' comments sent to field
March 15	Deadline for submission of Air Force entries to DINFOS Awards program
March 31	Air Force plaques and certificates distributed to field
April 6 – 10	TJ Awards judged
April 13 – 17	DINFOS announces winners
April 20 – 24	Program feedback/judges comments posted online
TBD	Department of Defense Communicators of Excellence Award Ceremony

Letter of Transmittal (Example)**DATE**

1. (Name of Unit) submits the following for consideration in the 2009 Air Force Media Contest.

- Category 01: — “Hot rod plows through wing headquarters”
- Category 02: — No entry
- Category 03: — No entry
- Category 04: — “Emergency breaks: use ‘em”
- Category 05: — No entry
- Category 06: — “Emergency breaks A to Z”
- Category 07: — No entry
- Category 08: — automotive monthly.pdf (www.afsc.af.mil/media/wingman/june2009)
- Category 09: — 091010 F 2245B 002
- Category 10: — No entry
- Category 11: — 090228 F 5833P 001
- Category 12: — 090313 F 9989J 001
- Category 13: — No entry
- Category 14: — No entry
- Category 15: — No entry
- Category 16: — PS16789W C.jpg; PS16789W 1.jpg; PS16789W 2.jpg; PS16789W 3.jpg;
PS16789W 4.jpg; PS16789W 5.jpg; PS16789W 6.jpg
- Category 17: — No direct entry
- Category 18: — No entry
- Category 19: — “Yank that Break” (RT :30)
- Category 20: — “Vehicle accident causes damage to wing headquarters” (RT :42)
- Category 21: — No entry
- Category 22: — No entry
- Category 23: — No entry
- Category 24: — “Break it now or break it later” (RT :30)
- Category 25: — No entry
- Category 26: — No entry
- Category 27: — No entry
- Category 28: — No entry
- Category 29: — No entry
- Category 30: — No entry
- Category 31: — No entry
- Category 32: — “Anatomy of the emergency break” (RT 10:00)
- Category 33: — SrA Inigo Montoya
- Category 34: — No entry
- Category 35: — No entry
- Category 36: — No entry
- Category 37: — SSgt Princess Buttercup (RT: 13:15)
- Category 38: — No entry







































2. (Name of POC) is the point of contact for these entries. (He/she) can be reached at (DSN phone number) and (e-mail address).

































//SIGNED//

(Unit CC or Det Superintendent or Wing PA chief)

(Signature Block)

File Tree (Example)

-  **AMC Public Affairs**
 -  **AMC Letter of Transmittal.doc**
 -  **01 News Article**
 -  **AMC Category 01 Entry Form.pdf**
 -  **Hot rod plows through wing headquarters.pdf**
 -  **Hot rod plows through wing headquarters.txt**
 -  **04 Commentary**
 -  **AMC Category 04 Entry Form.pdf**
 -  **Emergency breaks.pdf**
 -  **Emergency breaks.txt**
 -  **06 Art Graphics**
 -  **AMC Category 06 Entry Form.pdf**
 -  **Emergency breaks A to Z.jpg**
 -  **Emergency breaks A to Z.pdf**
 -  **08 Web base Publication**
 -  **AMC Category 08 Entry Form.pdf**
 -  **Automotive Monthly.pdf**
 -  **09 Combat Documentation Photograph**
 -  **091010 F-2245B-002.jpg**
 -  **AMC Category 09 Entry Form.pdf**
 -  **11 Feature Photograph**
 -  **090228 F-5833P-001.jpg**
 -  **AMC Category 11 Entry Form.pdf**
 -  **12 Sports Photograph**
 -  **090313 F-9989J-001.jpg**
 -  **AMC Category 12 Entry Form.pdf**
 -  **16 Picture Story**
 -  **AMC Category 16 Entry Form.pdf**
 -  **PS16789W-1.jpg**
 -  **PS16789W-2.jpg**
 -  **PS16789W-3.jpg**
 -  **PS16789W-4.jpg**
 -  **PS16789W-5.jpg**
 -  **PS16789W-6.jpg**
 -  **PS16789W-C.jpg**
 -  **19 Radio Spot**
 -  **AMC Category 19 Entry Form.pdf**
 -  **Yank that break.mp3**

-  ~~20 Radio News Story~~
- ~~ AMC Category 20 Entry Form.pdf~~
- ~~ AMC Category 20 Lead Sheet.doc~~
- ~~ Vehicle accident causes damage to wing headquarters.mp3~~
-  ~~24 Television Spot Production~~
- ~~ AMC Category 24 Entry Form.pdf~~
- ~~ Break it now or break it later.mov~~
-  ~~32 Video Field Production~~
- ~~ AMC Category 32 Entry Form.pdf~~
- ~~ Anatomy of the emergency break.mov~~
-  ~~33 Outstanding New Writer~~
- ~~ AMC Category 33 Entry Form.pdf~~
- ~~ SrA Inigo Montoya Biography.doc~~
- ~~ SrA Inigo Montoya Example 1 Sports.pdf~~
- ~~ SrA Inigo Montoya Example 1 Sports.txt~~
- ~~ SrA Inigo Montoya Example 2 News.pdf~~
- ~~ SrA Inigo Montoya Example 2 News.txt~~
- ~~ SrA Inigo Montoya Example 3 Commentary.pdf~~
- ~~ SrA Inigo Montoya Example 3 Commentary.txt~~
- ~~ SrA Inigo Montoya Example 4 News.pdf~~
- ~~ SrA Inigo Montoya Example 4 News.txt~~
- ~~ SrA Inigo Montoya Example 5 Feature.pdf~~
- ~~ SrA Inigo Montoya Example 5 Feature.txt~~
- ~~ SrA Inigo Montoya Nomination.pdf~~
- ~~ SrA Inigo Montoya Photograph.jpg~~
-  ~~37 Air Force Broadcast Journalist of the Year~~
- ~~ AMC Category 37 Entry Form.pdf~~
- ~~ AMC Category 37 Run Sheet.doc~~
- ~~ SSgt Princess Buttercup Biography.doc~~
- ~~ SSgt Princess Buttercup Entry.mov~~
- ~~ SSgt Princess Buttercup Nomination.pdf~~
- ~~ SSgt Princess Buttercup Photograph.jpg~~

Attachment 4

(Date)

MEMORANDUM FOR Air Force Public Affairs Agency

ATTN: Air Force Media Contest

SUBJECT: Nomination Letter for (Name of the Award (Categories 34, 35, 36, 37 and 38) Only)

1. (Rank/courtesy title Full name, job title and unit,) is the (DRU/FOA/MAJCOM) nominee for the (Name of the Award (Categories 34, 35, 36, 37 and 38 only)) award.
2. List of additional contributors if applicable: Name, rank, position.
3. Contact information. Unit Name and complete Mailing Address, DSN & Commercial Phone #s and Fax #s (Please spell out acronyms)
4. Qualifications.

//SIGNED//

FULL NAME

Rank, Service

Job Title

2 Encl.
Biography
Official Photograph

Attachment 5

DEPARTMENT OF THE AIR FORCE
AIR FORCE MEDIA CONTEST PROGRAM
SAMPLE ENTRY FORM (**Do Not Use**)

(Official Version Available in Awards Folder on the PA CoP and from afpaahq@pentagon.af.mil)

Service Submitting Entry:
Medium:
Type of Award:
Category:
Entry Title:
Publication/Air Date: Location:

UNIT POC: Rank, Name, Branch of Service, Position Title (PAO, Editor, Station Manger), E-Mail Address, DSN & Commercial Phone Numbers, and Commander's Name.

SUBMITTING UNIT: Unit Name and complete Mailing Address, DSN & Commercial Phone and Fax Numbers. (Please spell out all acronyms)

Provide the following information as it should appear on the plaque or award certificate. (Identify individuals by rank, name, branch of service and e-mail address. (E-mail will not be on the award.))

PLAQUE SHOULD BE ISSUED TO: (Enter an individual's name for Individual Awards only) Gender:

SIGNIFICANT CONTRIBUTORS: (Only allowed for Unit Awards)

1. Gender:
2. Gender:
3. Gender:
4. Gender:
5. Gender:

UNIT/DUTY SECTION:

POC SIGNATURE BLOCK & DIGITAL SIGNATURE:

X

Signed form cannot be modified. (Requires Acrobat Reader 8.0 or higher)